

Scope of Work
Solicitation No. MHJ0106
Community Health Assessment and Community Health Improvement Plan (CHA/CHIP)

1.0 Introduction

About the City of Austin Health and Human Services Department

The Austin/Travis County Health and Human Services Department (HHSD) promotes and protects a healthy community through the use of best practices and community partnerships. In 2015, HHSD applied for Public Health Accreditation. To achieve and maintain accreditation status a Community Health Assessment and Community Health Improvement Plan (CHA/CHIP) is required and must be completed on a five year basis. According to the Centers for Disease Control and Prevention (CDC), the goal of accreditation is to improve and protect the health of the public by advancing the quality and performance of the public health department. For more information about the benefits of accreditation please refer to the CDC's website at the following link; <http://www.cdc.gov/stltpublichealth/accreditation/benefits.html>. Furthermore Austin/Travis County has identified seven measures within Accreditation which the CHA or the CHIP is expected to meet. These measures are 1.1.1T/L, 1.1.2T/L, 1.1.3A, 5.2.1L, 5.2.2L, 5.2.3A and 5.2.4A. Please review these measures, purposes, significances and required documentations at the following link; http://www.phaboard.org/wp-content/uploads/PHABSM_WEB_LR1.pdf.

2.0 Purpose

The City of Austin Health and Human Services Department, hereinafter referred to as HHSD, requests proposals from qualified Contractors to assist in the Community Health Assessment and Community Health Improvement Plan (CHA/CHIP) over a five year time frame. Activities related to the CHA/CHIP effort will include the following:

- 2.1. Jointly planning CHA events and CHA data collection and analysis with HHSD. Drafting and finalizing a CHA report with input from HHSD. Jointly planning the facilitation of CHA Key informant interviews, CHA focus group and CHA Community forums. Concisely presenting findings of the CHA. The accreditation measures associated with these activities are 1.1.1 T/L, 1.1.2T/L, and 1.1.3A.
- 2.2. Jointly planning the facilitation of workgroups to finalize the CHIP with HHSD. The developed CHIP must consist of evidence based strategies and be based on the CHA's findings. Developing an action plan for the CHIP which is measureable and includes accountably parties. The accreditation measures associated with this activity are 5.2.1L and 5.2.2L.
- 2.3. Jointly plan and facilitate annual summits where the CHIP will be updated by community partners. Develop annual reports regarding the progress of the CHIP. The accreditation measures associated with this activity are 5.2.3A and 5.2.4A.

The anticipated contract term begins on October 1, 2016 or upon the contract award through September 30, 2017. This initial funding will cover CHA activities. The available funding of the initial contract term is \$45,000.00 with renewal options for the next four years.

Renewal option 1: CHIP development and action planning with up to \$35,000.00 through September 30, 2018

Renewal option 2: CHIP action plan update and annual report development for CHIP's past year of activities with two 12 month renewal options of up to \$20,000.00 each year through September 30, 2020.

3.0 Background

HHSD outlines the role of public health as promoting community-wide wellness, preventing disease and protecting the community from infectious diseases, environmental hazards, and epidemics. The CHA/CHIP helps HHSD achieve these efforts through a regular evaluation of the community's health and strategically organizing the community around the issues which are identified through this evaluation.

In 2011, Austin/Travis County began the first iteration of the CHA/CHIP process and referred to this effort as Austin/Travis County Community Health Planning. During the beginning of these efforts, a robust CHA was conducted. From this CHA, a CHIP was developed. For three years, workgroups have been convened to discuss progress and gaps in evidence based strategies and objectives outlined in the CHIP. The CHA/CHIP is available for review at this link:

http://austintexas.gov/sites/default/files/files/Health/Info_to_Post/CHA-CHIP_Report_9-3-13.pdf

An example of the annual report of CHIP activities for Year 1 of CHIP implementation can be viewed at this link:

http://www.austintexas.gov/sites/default/files/files/Health/Info_to_Post/CHIP_Annual_Update_10-2014.pdf

3.1 Target Populations

All residents who work or live in Austin or Travis County.

3.2 Strategies for collaboratively planning activities related to the CHA/CHIP

HHSD and the qualified Contractor will work together to plan and discuss how the frame work set forward by Mobilizing for Action through Planning and Partnership (MAPP) will be used to guide CHA/CHIP planning. In alignment with the MAPP framework the CHA/CHIP initiative will have a broad-outreach and will work collaboratively with community based organizations, non-profits, worksite, faith-based, and health care partners. The CHA's assessments will be based on the four MAPP assessments: 1) Community Themes & Strengths 2) Local Public Health System 3) Community Health Status and 4) Forces of Change. To learn more about the MAPP process please review the following website: <http://archived.naccho.org/topics/infrastructure/mapp/framework/mappbasics.cfm>. Please review accreditation measures 1.1.1 T/L and 1.1.2 T/L for additional information related to this activity.

3.3 Strategies for developing and completing CHA

The qualified Contractor would be considered responsible for compiling and summarizing the findings of the MAPP assessments into a final CHA report. The data collected through these assessments will include both quantitative and qualitative data. HHSD will assist in the collection and analysis of quantitative data from existing secondary sources. HHSD will assist and collaboratively plan with the Contractor collection of qualitative data through methods such as key informant interviews, focus groups and community forums. The Contractor will be responsible for qualitative data analysis. Analysis should include main categories and sub

themes as well as unique issues that were noted for specific populations. Use of coding software is preferred. Reference accreditation measures 1.1.2 T/L and 1.1.3 A for more details regarding the purpose of these activities.

3.4 Strategies for developing CHIP

The CHIP development process is twofold. Reference accreditation measures 5.2.1 L and 5.2.2 L for more details regarding the purpose of listed activities.

3.4.1. The Contractor will be responsible for concisely presenting the CHA report to a Steering Committee of executives from organizations who represent the Austin/Travis County public health system. The Contractor will be responsible for facilitating discussions among the Steering Committee members to identify priority areas identified from the CHA. HHSD will work with the Contractor to organize the meeting(s) and plan agenda(s)

3.4.2. The Contractor will facilitate and jointly plan with HHSD, workgroup meetings to include broad representation from partners throughout the community. At these meetings workgroup members will:

3.4.2.1 Discuss the priority area identified by the Steering Committee.

3.4.2.2 Action planning to develop a detailed CHIP with measureable outcomes and evidence based strategies to address each priority areas.

3.4.2.3 Develop an action plan for year 1 of the CHIP.

3.5 Strategies for implementing the CHIP

The CHIP implementation process is twofold. Reference accreditation measures 5.2.3 A and 5.2.4 A for more details regarding purpose of listed activities.

3.5.1. During the implementation of the CHIP the Contractor will jointly plan with HHSD annual planning summits where CHIP partners will gather to discuss anticipated efforts related to the CHIP. An action plan for the next 12 months of CHIP's implementation will be developed based on the summit's discussion. The Contractor will be expected to assist in the facilitation of these planning summit and develop the action plan.

3.5.2. The Contractor will work with HHSD to finalize an annual update which will document the key outcomes from the past year of CHIP implementation. These outcomes will include but are not limited to success stories, changes in indicators, lessons learned, challenges and next steps. These outcomes will be captured throughout the past 10-12 months of implementation by HHSD and will be reviewed and discussed jointly for inclusion in final report. The Contractor will be responsible for ensuring visual aesthetics well as grammatical correctness of the report.

4.0 Vendor Qualifications

To be considered responsive to this solicitation, the bidder shall meet the following requirements:

4.1. A minimum of 5 years of experience facilitating community based processes including focus groups, town hall meetings and other public meeting formats.

- 4.2. Preferably 5 years of experience developing data informed action plans.
- 4.3. Capacity within organization to facilitate a large community summit which may require multiple break-out groups.
- 4.4. Demonstrate minority representation and/or expertise in marketing and outreach with special emphasis on race/ethnic groups including both African American, Asian American and Hispanic.

5.0 Tasks/Requirements

5.1 Contractor's Responsibilities-

The Contractor shall furnish all necessary services, qualified personnel, materials, equipment, and facilities to perform the specified requirements.

5.2 City's Responsibilities

- 5.2.1. The City's Contract Manager will be responsible for exercising general oversight of the Contractor's activities in completing the Scope of Work.
- 5.2.2. The Contract Manager will represent the City's interests in resolving day-to-day issues that may arise during the term of this Contract, shall participate regularly in conference calls or meetings for status reporting,
- 5.2.3. The Contract Manager shall promptly review any written reports submitted by the Contractor, and shall approve all invoices for payment, as appropriate.
- 5.2.4. The City's Contract Manager shall give the Contractor timely feedback on the acceptability of progress and task reports.

6.0 Deliverables/Milestones

Deliverables/Milestones

- *The deliverables set forth in this Scope of Work are dependent on one another and build on one another over a five year timeline.*
- *Because the CHA/CHIP is a community based effort numerous stakeholder meetings are required to gather input. Stakeholder meetings will be planned jointly with HHSD and can vary in type of stakeholder ranging from business executives to community residents.*
- *The due dates for some deliverables are non-negotiable because they are set forward by the Public Health Accreditation Board and must be met for accreditation purposes.*
- *Day 1 is 2-weeks after contract award date.*

Develop a robust Community Health Assessment (CHA)

Duration

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| 1) Initial planning meetings and/or phone call with City to plan data gathering activities for CHA. | 14 days after contract signed |
| 2) Create timeline of planned CHA activities to include data gathering and drafting CHA. Feedback will be provided to ensure the timeline | 21 days after contract signed |

and planned activities are in alignment with the appropriate accreditation measures and standards as well as the MAPP model.	
3) Implement planned activities outlined in the timeline	November 2016- March 2017
4) Nearly finalized CHA ready for public review and comment	April - June 2017
5) Draft materials summarizing CHA findings (Examples of materials would be PowerPoint, one-pager and infographics)	July- September 2017
6) Finalized CHA	Milestone
Develop a Community Health Improvement Plan (CHIP)	
1) Facilitate discussion with Steering Committee to identify top priority areas from the CHA which should be addressed in the CHIP	October 2017
2) Initial planning meetings and/or phone call to discussion with City about meetings and materials needed to draft the CHIP and action plan for year 1 of the CHIP.	October -November 2017
3) Create timeline of planned activities and meetings to draft CHIP and year 1 action plan. Feedback will be provided to ensure the timeline and planned activities are in alignment with the appropriate accreditation measures and standards as well as the MAPP model	November - December 2017
4) Conduct planned activities for CHIP development outlined in the timeline	January – April 2018
5) Conduct planned activities for Year 1 Action Plan outlined in the timeline	May- September 2018
6) Finalize Community Health Improvement Plan and Action Plan for year 1	Milestone
Implementing the Community Health Improvement Plan (Year 2)	
1) Initial planning meetings and/or phone call to discussion with City about meetings and materials to draft an annual update about year 1 activities and plan a summit to discuss action plan for year 2 of the of the CHIP.	January 2019
2) Create timeline with <ul style="list-style-type: none"> planned activities for year 2 planning summit for the CHIP and Finalizing year 2 action plan and Finalizing annual update year 1. Feedback will be provided to ensure the timeline and planned activities are in alignment with the appropriate accreditation measures and standards as well as the MAPP model	January – March 2019
3) Convene planning summit	April - June 2019
4) Finalize action plan	Milestone

5) Finalize year 1 annual update	Milestone
Implementing the Community Health Improvement Plan (Year 3)	
1) Initial planning meetings and/or phone call to discussion with City about meetings and materials to draft an annual update on year 2 activities and plan a summit to discuss action plan for year 3 of the of the CHIP.	January - February 2020
2) Create timeline and planned activities for year 3 planning summit for the CHIP and finalizing year 2 action plan. Feedback will be provided to ensure the timeline and plan activities are in alignment with the appropriate accreditation measures and standards as well as the MAPP model	March –April 2020
3) Convene planning Summit	April- June 2020
4) Finalize action plan	Milestone
5) Finalize year 2 annual update	Milestone